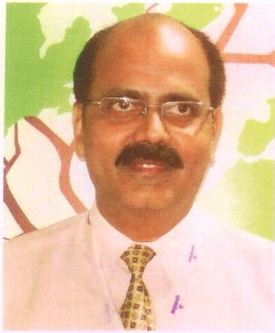


## GRASIM – Pulp & Fibre



**MANOHAR SAMUEL**  
President – Business  
Development &  
Marketing

Birla Spunshades uses a dope dyeing technology at fibre stage that saves 30 ltr of water per mtr of fabric unlike the conventional dyeing that requires large amount of water consumption and spreads colour pollution.

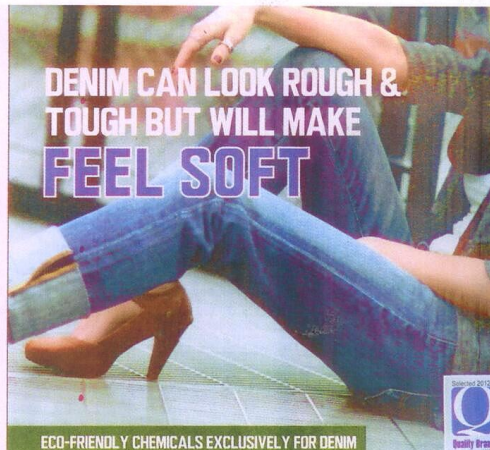
Trends are more towards obtaining a casual look through garment wet processing support and solution. Wet processing of garments is gaining popularity nowadays. Apart from washing and cleaning, it can impart artistic and innovative look to the garments especially denim fabric and normal shirt fabric as well. It is being considered as value addition element to the garments. In spite different wash effects like bleach wash, faded look, crush look etc. various finishing like anti-microbial, wrinkle-free, water resistant, moisture management, laser coating etc. can be achieved through garments processing. The compass of fashion is directed towards denim; therefore innovative visual and wash effects are experimented on this fabric. Many variations in washes have been witnessed since the last decade in the segment of denim apparels.

The wet processing sector of garment in India is highly fragmented and works closely in confidentiality. On the environmental issue, garment wet processing sector releases large amounts of effluents but is not geared to cater to the effluent treatment requirements – another reason of being in the small-scale sector. There is vast scope to produce mind blowing products to satisfy fashion needs on economic scale. Value addition can happen either with process time/condition/chemicals and type of fibre in garment. Birla Excel fibre and its blend is a great alternative and can add value in this industry.

Our more focus is towards developed technology & process to reduce water consumption and process time ultimate to reduce effluent load of water. Use of ultrasound and plasma technology in processing will be a major development in next decade. As textile manufacturers are developing our processes, to improve quality, productivity and energy consumption, with attempts to make processing eco-friendly.

Birla's spun dyed viscose fibre is a new development which supports water saving, energy saving, less effluent load and process cost saving. The fibre has various advantages which include conserves water: Birla Spunshades uses a dope dyeing technology at fibre stage that saves 30 ltr of water per mtr of fabric unlike the conventional dyeing (piece dyeing) that requires large amount of water consumption and spreads colour pollution.

During conventional piece dyeing, the dye chemicals attach themselves to the surface and hence with repeated washing and abrasion, these colours fade away. Manufacturing process of Birla Spunshades involves injection of pigment dyes in the fibre production. This ensures deep colours seeded inside every strand resulting in longevity of colours. A key advantage of Spunshades fibre is the colour uniformity that it gives across batches ◀



• **OUR PRODUCTS RANGE INCLUDES**

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• **ENZYMES**

Acid Enzymes, Neutral Enzymes

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